IN THE CLAIMS:

1. (original): Process for producing folded printing carriers made of thin material, namely folding coupons (10) made of paper, the folding coupon (10) being folded such that at least two folding legs (27, 28) are connected to one another by adhesive bonding, characterized by the following features:

a) areas of glue or regions of glue (18, 19) for adhesively bonding folding legs (27, 28) are applied in a precise position to a continuous material web (11) for producing the folding coupons (10),

b) the regions of glue (18, 19) consist of hot glue (hot melt),

c) blanks (25) are cut off from the material web (11) provided with set regions of glue (18, 19) and are fed to a folding subassembly (26) for carrying out folding operations and/or for producing the folding coupons (10),

d) once the blank (25) has been folded, the regions of glue (18, 19), consisting of hot glue, are activated by the supply of heat and the folding legs (27, 28) are connected to one another by pressure.

2. (original): Process according to Claim 1, characterized in that the regions of glue (18, 19) are applied during the production of the material web (11) and are made available to a packaging machine for producing packs with a folding coupon (10).

3. (currently amended): Process according to Claim 1 ~~or 2~~, characterized in that, in the case of two-web production by virtue of blanks (25) being cut off from a double-width material web (11), two adjacent regions of glue (18, 19) are applied in a precise position to the material web (11).

4. (original): Process according to Claim 1, characterized in that blanks (25) are cut off from a double-width and double-layered material web (11) and are then further processed for forming a double-width folding coupon (10) and subsequently severed for producing individual folding coupons (10), two folding legs (27, 28) of the material web being folded to coincide with a central region of the material web (11), such that the double-layered material web (11) has folding edges along both borders.

5. (original): Process according to Claim 4, characterized in that the legs (50, 51) of the material web (11) are spaced apart from one another by a small distance such that a longitudinal gap (52) is formed between the web legs (50, 51) in a longitudinal centre plane of the material web (11).

6. (original): Process according to Claim 4, characterized in that the non-folded material web (11) has applied to it at least two regions of glue (18, 19) for each folding coupon (11) which is to be produced, for the purpose of connecting more than two folding legs (27, 28, 29) to one another.

7. (original): Process according to Claim 6, characterized in that the folding coupons (10) produced from a two-layered blank (25) have two regions of glue (18, 19) for each folding coupon (10), the regions of glue (18, 19) being applied to opposite sides of the material web (11).

8. (original): Apparatus for producing folded printing carriers - folding coupons (10) - by virtue of non-folded blanks (25) being cut off from a material web (11) and folded in the region of a folding subassembly (26), characterized in that the (non-folded) material web (11) can be moved past at least one glue subassembly (20, 21) for the purpose of transferring regions of glue (18, 19) to the material web (11), it being possible for the glue subassembly (20, 21) to be controlled, in accordance with printed marks on the material web (11), via at least one printed-mark reader (22), and for blanks (25) provided with regions of glue (18, 19) then to be cut off from the material web (11) in a precise position in the region of a severing subassembly (24) and fed to the folding subassembly (26).

9. (original): Apparatus according to Claim 8, characterized in that the - double-width - material web (11), following the glue subassemblies (20, 21), can be conveyed through a folding unit (63), it being possible for the material web (11) to be folded in a double layer in the region of the folding unit (63), with two web legs (50, 51) being formed along the borders in the process.

10. (currently amended): Apparatus according to Claim 8 ~~or 9~~, characterized in that the folding subassembly (26) is followed directly by an arrangement (34) for the post-treatment of the folding coupons (10), having a heating station (35) for transmitting heat to the folding coupons (10) and for pressing the folding legs (27, 28, 29) of the folding coupons (10) together.

11. (original): Apparatus according to Claim 10, characterized in that a severing station (36) is formed for severing double-width folding coupons (10) following the heating station (35), the station having at least one circulating, circular severing blade (44) on a blade roller (45), and a mating roller (46).

12. (original): Apparatus according to Claim 10, characterized in that the arrangement (34) for the post-treatment of the folding coupons (10) has a plurality of belt conveyors (37, 38, 39) for transporting the folding coupons (10), the belt conveyors (37, 38, 39) being spaced apart from one another and having heating elements (42) arranged between them for the purpose of transmitting heat to the folding coupons (10).

13. (original): Apparatus according to Claim 12, characterized in that the folding coupons (10), in the region of the heating station (35), can be transported between conveying strands (40, 41) of the belt conveyors (37, 38, 39) for the purpose of transferring pressure to the folding coupons (10).

14. (currently amended): Apparatus according to Claim ~~8~~9, characterized in that the material web (11) can be directed through a stamping element (56) in order for transversely directed scores (61) to be provided in accordance with folding lines of the folding coupons (10), the stamping element (56) being arranged to follow the folding unit (63) for producing double-layered material webs (11).